

BUCKINGHAMSHIRE COUNCIL – LOCAL AREA PROFILE – JULY 2024

Gambling Act 2005

1. Introduction

Buckinghamshire Council is a unitary authority created in April 2020 from Buckinghamshire County Council and the districts of Aylesbury Vale, Chiltern, South Bucks and Wycombe.

The council area is largely rural although there are a number of significant urban areas including Aylesbury, Buckingham, Amersham, Chesham, Beaconsfield, High Wycombe, and Marlow.

The Council's Corporate Plan for the authority can be accessed via the following link: [Corporate plan | Buckinghamshire Council](#)

Local Area Profiles (LAP's) are intended to assist existing and prospective operators in creating risk assessments by raising awareness of local issues in the authority area which may affect the licensing objectives. They also enable the Licensing Authority to better serve the local community by identifying risks, providing greater clarity for operators, improving decision making and encouraging a proactive approach.

It is the operator's responsibility to identify when significant changes may require existing risk assessments to be reviewed. To assist, the Licensing Authority will notify licensed operators when changes are made to the LAP. The characteristics identified in local area profiles are not exhaustive and operators may identify other significant factors that need to be taken into account. Operators are expected to take a proactive approach in reacting to significant changes to the local environment and they should not wait to be notified by the Licensing Authority before reviewing their risk assessment to account for a change in local circumstances.

The Licensing Authority will refer to information in the latest LAP when considering premises licence applications and will routinely review information in the LAP to ensure that its content remains current.

The links and signposts provided in this document are intended to assist operators and applicants to produce and update tailored risk assessments, specific to their individual premises and with regard to the Licensing Authority's Statement of Licensing Policy and the licensing objectives.

2. Gambling Commission Guidance

[Social Responsibility Code 10.1.1](#) within the Licence Conditions and Code of Practice (LCCP) confirms that premises licence holders must conduct a local risk assessment for each of their current premises. This social responsibility code allows operators to

demonstrate how they aim to address any local risks which may affect compliance with the licensing objectives.

Gambling operators must assess any local risks to the licensing objectives posed by the provision of gambling facilities at each of their premises, and must have policies, procedures and control measures in place to mitigate those risks, having taken into account all relevant information.

Risk assessments need to be site specific and not generic 'one size fits all' documents. The purpose of the local area risk assessments is to allow operators, stakeholders and local authorities to have a greater understanding of the local environment and mitigate possible risks to the licensing objectives.

3. Locations of Premises

The following are examples of where vulnerable persons can predictably be present and therefore where specific controls and mitigations should be considered in relation to the proximity of a gambling premises:

- Youth centres and hostels
- Rehabilitation centres including gambling or addiction support or treatment centres where children or vulnerable groups may be present
- Schools, playgrounds, leisure/community centres, colleges, universities and other areas where children and young people will gather including entertainment venues such as bowling alleys, shopping centres, cinemas etc., as well as bus stops, cafes, shops, parks and school routes. In such cases Buckinghamshire Council expects operators to take appropriate steps to ensure that inappropriate advertising relating to their premises, or relating to events at their premises, is not displayed at a time when children are likely to be near the premises.
- Facilities in proximity to licensed gambling premises such as banks, post offices, refreshment and entertainment type facilities
- Religious premises and places of worship where they can be a focal point for a percentage of vulnerable members of the local community, including the homeless community and youth population
- Other gambling premises given the potential link to increased levels of problem gambling where there are multiple gambling premises in the vicinity
- Supported accommodation/hostels
- Proximity of premises which may be frequented by vulnerable people such as hospitals, residential care homes, medical facilities, or where there are Residential areas where there is a high concentration of families with children

Applicants and operators are also advised to consider the following as they would be expected to have sufficient controls in place to mitigate against the associated risk:

- Demographics of the area in relation to vulnerable groups including areas of income deprivation
- Whether the premises are in an area subject to high levels of crime and/or disorder

- known problems in the area such as problems arising from street drinkers, youths participating in anti-social behaviour, drug dealing activities, locations of or a customer base likely to include individuals with a predilection to gambling etc.

4. Buckinghamshire in numbers

The majority of the information contained in the following sections 4-9 has been sourced from [Local Area Profiles and Analysis Summaries](#) information on the Buckinghamshire Council website. The information provided below is for highlight purposes and the documents referenced contain further, more detailed information that could be of benefit to operators when formulating their local area risk assessments.

There are 553,100 people living in Buckinghamshire, which has increased by 9.5% since 2011. This is 6.6% higher than the overall increase for England according to the 2021 Census.

The average house price in Buckinghamshire was £450,000 in March 2024, up slightly 1.3% from March 2023. Private rents rose to an average of £1,378 in April 2024, an annual increase of 8.1% from £1,275 in April 2023¹.

Crime rank in Buckinghamshire is 23,367 according to the Indices of Deprivation (IoD) in 2019. The drug crime rate per 1000 residents is 2.4, antisocial behaviour 9.1, burglary 7.0 and violent crime and sexual offences 23.7.²

Live expectancy for men in Buckinghamshire is 81.5 years, which is higher than the national average of 79.4. Women's life expectancy is 85.1 years, which again is higher than the national average of 83.1 based on data from 2018-2020.

In November 2022 2.7% of people were in receipt of unemployment benefit (job seekers allowance and/or universal credit) and 11.5% of households had no car according to the 2021 census.

There are pockets of deprivation in Aylesbury, High Wycombe, Chesham, Denham, Burnham, Westcott, and Buckingham. The Deprivation score for Buckinghamshire is 10.1. The indices of Deprivation are a relative measure of deprivation across England. The overall Index of Multiple Deprivation combines indicators under seven different domains of deprivation: income, employment, education skills and training, health and disability, crime, barriers to housing and services and living environment.³

There are several figures that relate to those in vulnerable groups across Buckinghamshire, for instance personal debt in Buckinghamshire is £650, higher than the England average of £576⁴. 2.7% of people are claiming unemployment benefits⁵.

¹ [Housing prices in Buckinghamshire \(ons.gov.uk\)](#)

² Police UK (Police recorded crime figures) July 2021

³ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

⁴ UK Finance 2021

⁵ Department for Work and Pensions November 2022

5. Aylesbury

76,309 people living in the Aylesbury Community Board area and 13.2% of children in this area are living in poverty⁶.

The average house price in Aylesbury for the last year was £336,514⁷ and the average private rent in the town is £1,490 per month.⁸

There are higher levels of crime in Aylesbury (IoD 2019 Crime Rank = 17,154) compared with Buckinghamshire average 23,367. The drug crime rate per 1000 residents in Aylesbury is 2.7, antisocial behaviour 9.1, burglary 4.1 and violent crime and sexual offences 39.2.⁹

Aylesbury Community Board has a lower life expectancy for men, 79.7 years and women 82.9 years compared to that of Buckinghamshire.¹⁰

Aylesbury Community Board area has a deprivation score of 16.3 within Buckinghamshire¹¹.

Personal debt in the Aylesbury area is greater (£652) than the Buckinghamshire average¹², as is the percentage of unemployment benefit claimants (3.6%)¹³

6. Amersham

25,911 people live in the Amersham Community Board area and 6.5% of children in this area are living in poverty¹⁴.

The average monthly rent in the Amersham area for the last year was £3,017¹⁵ and the average house price in Amersham for the last year was £710,416.¹⁶

There are lower levels of crime in Amersham (IoD 2019 Crime Rank = 26,358) compared with Buckinghamshire average 23,367. The drug crime rate per 1000 residents in Amersham is 0.8, antisocial behaviour 3.7, burglary 7.6 and violent crime and sexual offences 19.5.¹⁷

⁶ 2021 Census Data

⁷ [House Prices in Aylesbury \(rightmove.co.uk\)](https://www.rightmove.co.uk/property-portal/price-trends/average-house-prices/average-house-prices-in-aylesbury)

⁸ [Home.co.uk: Aylesbury Market Rent Summary](https://www.home.co.uk/rent-summary/rent-summary-aylesbury)

⁹ Police UK (Police recorded crime figures) July 2021

¹⁰ 2021 Census Data

¹¹ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

¹² UK Finance 2021

¹³ Department for Work and Pensions

¹⁴ 2021 Census Data

¹⁵ [Home.co.uk: Amersham Market Rent Summary](https://www.home.co.uk/rent-summary/rent-summary-amersham)

¹⁶ [House Prices in Amersham \(rightmove.co.uk\)](https://www.rightmove.co.uk/property-portal/price-trends/average-house-prices/average-house-prices-in-amersham)

¹⁷ Police UK (Police recorded crime figures) July 2021

Amersham Community Board has a higher life expectancy for men, 83.3 years and women 87.3 years compared to that of Buckinghamshire.¹⁸

Amersham Community Board area has a deprivation score of 5.0 within Buckinghamshire¹⁹.

Personal debt in the Amersham area is less (£540) than the Buckinghamshire average²⁰, as is the percentage of unemployment benefit claimants (1.8%)²¹

7. Chesham

28,554 people live in the Chesham and Villages Community Board area and 11.8% of children in this area are living in poverty²². This is higher than the Buckinghamshire average.

Chesham's average house price for the last year was £527,596²³ and average monthly private rent was £2,036.²⁴

There are higher levels of crime in Chesham and Villages (IoD 2019 Crime Rank = 22,625) compared with Buckinghamshire average 23,367. The drug crime rate per 1000 residents in Chesham and Villages is 1.4, antisocial behaviour 7.6, burglary 5.1 and violent crime and sexual offences 26.1.²⁵

Chesham and Villages Community Board has a higher life expectancy for men, 81.8 years, but lower for women 84.8 years, compared to that of Buckinghamshire.²⁶

Chesham and Villages Community Board area has a deprivation score of 11.6 within Buckinghamshire²⁷, which is higher than the overall score of 10.1.

Personal debt in the Chesham area is less (£552) than the Buckinghamshire average²⁸, but the percentage of unemployment benefit claimants (2.9%)²⁹ is higher.

¹⁸ 2021 Census Data

¹⁹ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

²⁰ UK Finance 2021

²¹ Department for Work and Pensions

²² 2021 Census Data

²³ [House Prices in Chesham \(rightmove.co.uk\)](https://www.rightmove.co.uk/property-portal/price-indices/average-house-price-in-chesham)

²⁴ [Home.co.uk: Chesham Market Rent Summary](https://www.home.co.uk/chesham-market-rent-summary)

²⁵ Police UK (Police recorded crime figures) July 2021

²⁶ 2021 Census Data

²⁷ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

²⁸ UK Finance 2021

²⁹ Department for Work and Pensions

8. Beaconsfield

40,207 people live in the Beaconsfield and Chepping Wye Community Board area and 5.7% of children in this area are living in poverty³⁰.

The average property price in Beaconsfield for the last year was £1,094,545³¹ and average monthly private rent is £6,050.³²

There are lower levels of crime in Beaconsfield (IoD 2019 Crime Rank = 27,241) compared with Buckinghamshire average 23,367. The drug crime rate per 1000 residents in Beaconsfield is 1.3, antisocial behaviour 4.9, burglary 5.1 and violent crime and sexual offences 20.0³³

Beaconsfield Community Board has a higher life expectancy for men 83 years and women 86.6 years, compared to that of Buckinghamshire.³⁴

Beaconsfield Community Board area has a deprivation score of 4.8 within Buckinghamshire³⁵, which is lower than the overall score of 10.1.

Personal debt in the Beaconsfield area is less (£607) than the Buckinghamshire average³⁶, as is the percentage of unemployment benefit claimants (1.8%)³⁷

9. High Wycombe

75,806 people live in the High Wycombe Community Board area and 15.3% of children in this area are living in poverty³⁸.

The average house price in the High Wycombe area was £408,822 in the last year³⁹ and the average monthly rent was £1,677.⁴⁰

There are higher levels of crime in High Wycombe (IoD 2019 Crime Rank = 19,069) compared with Buckinghamshire average 23,367. The drug crime rate per 1000 residents in High Wycombe is 3.3, antisocial behaviour 12.1, burglary 9.1 and violent crime and sexual offences 42.5⁴¹

³⁰ 2021 Census Data

³¹ [House Prices in Beaconsfield \(rightmove.co.uk\)](https://www.rightmove.co.uk/property-market-news/house-prices-beaconsfield)

³² [Home.co.uk: Beaconsfield Market Rent Summary](https://www.home.co.uk/property-market-news/beaconsfield-market-rent-summary)

³³ Police UK (Police recorded crime figures) July 2021

³⁴ 2021 Census Data

³⁵ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

³⁶ UK Finance 2021

³⁷ Department for Work and Pensions

³⁸ 2021 Census Data

³⁹ [House Prices in High Wycombe \(rightmove.co.uk\)](https://www.rightmove.co.uk/property-market-news/house-prices-high-wycombe)

⁴⁰ [Home.co.uk: High Wycombe Market Rent Summary](https://www.home.co.uk/property-market-news/high-wycombe-market-rent-summary)

⁴¹ Police UK (Police recorded crime figures) July 2021

High Wycombe has a lower life expectancy for men 79.5 years and women 83.6 years, compared to that of Buckinghamshire.⁴²

The High Wycombe area has a deprivation score of 15.7 within Buckinghamshire⁴³, which is higher than the overall score of 10.1.

Personal debt in the High Wycombe area is less (£642) than the Buckinghamshire average⁴⁴, however the percentage of unemployment benefit claimants (5.1%)⁴⁵ is higher than the Buckinghamshire average.

10. Identifying Sensitive Locations

Specific Community Board webpages provide key information which should be considered. This data should assist in identifying higher levels of risk to one or more of the licensing objectives, which are:

- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime
- Ensuring that gambling is conducted in a fair and open way
- Protecting children and other vulnerable persons from being harmed or exploited by gambling

Operators are expected to establish whether their gambling premises are in the vicinity of a high-risk area and will be expected to demonstrate that they have fully considered the potential impact of the operation of gambling facilities at their premises on the promotion of the licensing objectives in the local area.

11. Community Boards

The Licensing Authority is split into 16 Community Board (population) zones. A full profile of the composition of each zone can be found using the following links, which provides data relating to:

- Population
- Education and skills
- Vulnerable groups
- The economy
- Housing
- Access and Transport
- Crime and Safety
- Communities and Environment
- Health and Wellbeing

⁴² 2021 Census Data

⁴³ IMD Score – Ministry of Housing Communities and Local Government (MHCLG) 2019

⁴⁴ UK Finance 2021

⁴⁵ Department for Work and Pensions

Information in relation to these community board areas can be found at the following links:

[Amersham](#)

[Aylesbury](#)

[Beaconsfield and Chepping Wye](#)

[Beeches](#)

[Buckingham and Villages](#)

[Chesham and Villages](#)

[Denham, Gerrards Cross and The Chalfonts](#)

[Haddenham and Waddesdon](#)

[High Wycombe](#)

[Missendens](#)

[North West Chilterns](#)

[South West Chilterns](#)

[Wendover and Villages](#)

[Wexham and the Ivers](#)

[Wing and Ivinghoe](#)

[Winslow and Villages](#)

12. Local Plan

The Council has started work on a new unitary Local Plan (link below) which will set out the long-term vision and strategic context for managing and accommodating growth within the district:

[The Local Plan for Buckinghamshire | Buckinghamshire Council](#)

Until the new Local Plan has been adopted, local profiles should be assessed in conjunction with the local development plans for the legacy council areas, as below:

Aylesbury: [Vale of Aylesbury Local Plan](#)

Chiltern: [Chiltern District Local Plan](#)

South Bucks: [South Bucks District Local Plan](#)

High Wycombe: [Wycombe District Local Plan](#)